

Appendix A

Public Education and Outreach Program Information



September 8, 2007–September 7, 2008

Public Education & Outreach Program Annual Report

Monterey Regional Storm Water Management Plan

Program Manager:

Robert Jaques, Monterey Regional Water Pollution Control Agency

Report Prepared By:

Maris Sidenstecker, SEA Education Coordinator

Acronyms found in the Public Education and Outreach Program annual report are listed below in alphabetical order:

AMBAG – Association of Monterey Bay Area Governments
AMP – Access Monterey Peninsula
BMP – Best Management Practices
CRA – California Restaurant Association
EA – Ecology Action
EPA – Environmental Protection Agency
FSO – Friends of the Sea Otter
IPM – Integrated Pest Management
MBA – Monterey Bay Aquarium
MBAGBP – Monterey Bay Area Green Business Program.
MBNMS – Monterey Bay National Marine Sanctuary
MERITO – Multicultural Education for Resource Issues Threatening Oceans.
MRSWMP – Monterey Regional Storm Water Management Plan
MRSWPPP – Monterey Regional Storm Water Pollution Prevention Program
MRWPCA – Monterey Regional Water Pollution Control Agency
NPDES – National Pollutant Discharge Elimination System
MURP – Model Urban Runoff Program
OWOW – Our Water Our World
POP – Point of Purchase
RWQCB – Regional Water Quality Control Board
SEA – Stormwater & Education Alliance
STW – Save The Whales

Background

According to the U.S. Environmental Protection Agency (EPA), urban runoff is one of the leading causes of pollution across the nation. Understanding the importance of pollution prevention is critical to every community. Educating the general public and targeted audiences about the impacts of storm water and specific behaviors they can implement to protect water quality is the goal of this regional Public Education and Outreach Program (hereinafter referred to as simply the “Program”).

This Program incorporates elements that small municipalities are required to address through the National Pollutant Discharge Elimination System (NPDES) Phase II permit process under the federal Clean Water Act.

The Monterey Regional Storm Water Pollution Prevention Program (MRSWPPP) was developed and implemented by nine entities including the County of Monterey, the Pebble Beach Company, and the cities of Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, Carmel-by-the-Sea, and Seaside. Each of these entities submitted a Notice of Intent to comply with the State of California’s National Pollutant Discharge Elimination System General Permit No. CAS000004 “Waste Discharge Requirements for Storm Water Discharges from Small Municipal Separate Storm Sewer Systems.” Within the context of the Memorandum of Agreement that created the MRSWPPP, these agencies formed a Management Committee to develop a unified

program. Locally, the Program is called the Stormwater and Education Alliance (SEA) in order to have a public name that is easier to recognize and remember. A logo with the SEA design is used on all educational pieces.

The Pebble Beach Company and the City of Carmel-by-the-Sea terminated their participation in this agreement in early 2005, in accordance with Section 6.03 of this agreement. However, both of these entities continued to be participants in the Public Education and Outreach Program (Minimum Control Measure No. 1).

The City of Carmel-by-the-Sea subsequently re-filed a Notice of Intent for coverage under the General Permit, and intends to use the Monterey Regional Storm Water Management Plan (MRSWMP) as its Storm Water Management Program, with appropriate amendments. The City was reinstated as a full participating entity member of the Management Committee of the MRSWPPP.

A Management Committee comprised of representatives from each of these eight entities administers the MRSWPPP, and the Monterey Regional Water Pollution Control Agency (MRWPCA) serves as their Program Manager. All of the entities are located next to or in close proximity to the Monterey Bay National Marine Sanctuary (MBNMS), the nation's largest Marine Sanctuary, which encompasses over 5,300 square miles of ocean along the California Central Coast.

As noted under the heading "Coordinating Entities" in Section 3 of this MRSWMP, the Pacific Grove Unified School District, the Monterey Peninsula Unified School District, and the Carmel Unified School District are also participating with the MRSWMP entities in this MRSWMP Public Education and Outreach Program. Each of these school districts has prepared its own Storm Water Management Program, and is relying on this Public Education and Outreach Program to fulfill some of their BMPs and Measurable Goals for Minimum Control Measure No. 1.

Introduction

The Participating Entities under the MRSWPPP collectively support the Program, which is one of six minimum control measures of the Monterey Regional Storm Water Management Plan (MRSWMP). The Regional Permit Group began meeting in March of 2000 to study the feasibility of having a unified program and to develop the framework for this group. Over the years, the Management Committee has met once a month to develop the Program and to select Best Management Practices (BMP) to be included in the MRSWMP. The Public Education and Outreach Program is intended to educate the public and targeted audiences about the causes of storm water pollution and how to reduce storm drain pollution, such as "...reducing pollution from lawn and gardening activities, improper disposal of household hazardous wastes, illegal disposal activities, pet wastes, improper handling and disposal of trash, restaurant activities, and automotive activities."

The Measurable Goal for BMP 1-1.a consists of developing the Program in Year 1, with its own Measurable Goals contained within the Program itself, and the updating and implementing of the Program during Years 2-5 of the five year permit term. Year 2 of the Program is detailed in the following pages and addresses strategies for addressing the activities described in the BMP Intent for this BMP. The Measurable Goal for BMP 1-1.b states that the Program will be reviewed and revised during Years 2 through 5 of the permit term, based on public input and

experience gained while conducting the Program.

Revisions were made in Year 2 of the Program and or proposed for Year 3 to the following program activities: 1.4 Teacher Training, 8. Restaurant Training, and 17. Tourist Outreach. The specific changes are listed under each program activity.

The Program delivers consistent storm water pollution prevention messages through a variety of strategies intended to build upon existing programs and implement new activities, in order to reach a broad audience. These strategies include but are not limited to: distributing brochures and educational materials such as posters and coloring books, school outreach with hands-on tools, restaurant outreach, safe pesticide alternatives outreach in garden/hardware stores, radio ads, bus ads, movie theatre preview slides, print ads, hands-on traveling storm drain exhibit, and public outreach events.

In order to build public awareness, the SEA Education Coordinator provided continuity to the education program by partnering with existing entities, agencies, and organizations to implement the Program and adding the new SEA logo to existing educational brochures, posters, bus and movie ads.

Over time the Program will influence and change public behavior, and thereby help to reduce and prevent storm water pollution. It will take persistence, consistency, and a creative educational program approach to reach targeted sectors of the community over the five-year permit term.

Several of the printed educational materials and components to be used in the Program were developed or adapted for the Model Urban Runoff Program (MURP) which was completed in July of 1998. MURP is a comprehensive how-to guide developed for local governments to address the issues of polluted runoff in the urban environment. The MURP provides options to help small municipalities develop their own urban runoff program for the Phase II process. The guide incorporates the essential elements of a strong urban runoff program with examples of ordinances, best management practices, illicit connections, new development and redevelopment, commercial and industrial facilities, reporting forms and an education and outreach program. The MURP was prepared by the City of Monterey, City of Santa Cruz, MBNMS, California Coastal Commission, Association of Monterey Bay Area Governments (AMBAG), Woodward-Clyde Consultants, and the Central Coast Regional Water Quality Control Board with money from a State 319 (h) grant. Many other local municipal agencies acted as peer reviewers throughout the development of the MURP through semi-annual meetings of the AMBAG Stormwater Task Force, now known as the Monterey Bay Stormwater Information Exchange.

Since the completion of MURP in 1998, many of the Participating Entities have used some or all of the bilingual education pieces adapted for MURP. The education materials serve as the foundation for this Program. Local entities have continued to build upon their storm water education programs and public involvement programs in partnership with the MBNMS and the SEA group. The foundation pieces of MURP were used and built upon to give a regional and recognizable look to the Program. Other local entities using MURP educational materials include the County of Santa Cruz and cities of Watsonville, Santa Cruz and Santa Barbara.

SEA wishes to thank all the community partners that helped sustain the Program. Their support

and dedication made the Program a success for the second consecutive year of the permit. The partners' participation are listed in detail throughout the report.

Educational Materials

The bilingual educational materials cover the following topics:

BMP brochures for select commercial and construction industries, home maintenance and auto repair, landscaping and pest control activities

Car washing at commercial car washes

Cigarette butts as litter

Composting

Contact numbers for 1-800-CLEAN-UP and local city numbers

Distinction between municipal storm sewers and sanitary sewers

Erosion control

Household Hazardous Waste collection

Integrated pest management

Land-Sea connection

Pet and animal waste disposal

Pollution prevention and safe alternatives

Proper solid waste disposal (e.g. garbage, tires, appliances, etc.)

Recycling used motor oil and antifreeze in addition to paper, glass, etc.

Restaurant BMP

Sea otter mortality

Storm drain connections to creeks, rivers, streams and the Sanctuary

Vehicle maintenance

Volunteering in local events and activities (water monitoring, beach clean-ups)

Traffic reduction, alternative transportation

Short Summary of Public Education & Outreach Program 2007-2008

Program Activity/Target	Measurable Goals	Met	Attempted	Not Met
1. School Outreach K-12 <i>1.1 Grades K-3:</i> Distribute ed. materials to 750 students with Save The Whales.	1a. Reach 5,000 students in 5 years. 1.1a. K-3 Distribution counts of educational materials in partnership with Save The Whales (STW).	X (more than 20% of 5-year Goal met during Year 2) XX(Exceeded)		
<i>1.2 Grades 4-8:</i> 1-2 hands-on class visits per 24 classes. 48 total classes with MBNMS.	1.2a. Reach 960 students per year with MBNMS and STW. Outreach included grades 2-College.	XX (Exceeded expectation)		
<i>1.3 Grades 9-College:</i> Storm drain stenciling and offer community project with Access Monterey Peninsula (AMP).	1.3a. Track stenciled inlets per city and document student hours for community service. 100 volunteer hours in Year one of permit.	XX (Exceeded expectation)		
<i>1.4 Teacher Training</i>	1.4a. Contact three school districts in Year 2 to set up trainings for yrs. 3-5. Modification made for Year 3.	X School districts contacted. No agreement for trainings.		
2. Sea Otter Mortality General Public	2a. Add cat litter to brochure. 2b. Partners with same message. 2c. Website links on sea otters	X X X		
3. Selected BMP Brochures Businesses, Public.	3a. Distributed via various strategies including city offices. Number of brochures distributed calculated per year.	X		
4. Residential Outreach	4a. Seaside, Pacific Grove & Monterey newsletters to residents. 4b. Messages in trash/water bills.	X		X
5. HHW in Monterey County General Public	5a. Represented by other agencies (Contact other agencies listed on page E-11 of the MRWSMP).	.X		
6. Our Water Our World (OWOW) displays. Public, residents and tourists.	6a. Upkeep bilingual OWOW flyers in 6 display locations.	X		
7. OWOW Outreach events. Minimum of 2 tabling events per year. Public, Residents, tourists.	7a. Track materials distributed, # of people who purchase alternative product, comments on the program.	X		
8. Restaurant Outreach/ Green Business Program In partnership with other agencies.	8a. Visit 75 restaurants with ed. materials. Encourage Green Business participation. Modification made in Year 2.	X		

Program Activity/Target	<i>Measurable Goals</i>	Met Attempted Not Met
9. Bilingual Radio Ads Residents, general public.	9a. Estimate 50-75% of population will be exposed to message.	XX(Exceeded expectation)
10. Bilingual Bus ads General Public, tourists.	10a. Per 10 buses 3,600,000 impressions per month.	X
11. Bilingual Movie Ads General Public, tourists.	11a. Measured by box office attendance per month at theatres. Ads ran for 3.5 months in 2 theatres.	X
12. Publicity/Press releases General Public	12a. Calculate # Print ads and # Press releases/publicity.	X
13. Website General Public	13a. Develop Year one and upkeep Years 1-5.	X
14. Events: 7 days per year. Distribute materials. Partner with MBNMS & STW. General public, Residents, tourists.	14a. Calculate educational materials distributed at events. Ask public to fill out Public Attitude Surveys.	XX(Exceeded expectation)
15. Public Attitude Survey General Public	15a. Distribute at events and calculate responses.	X
16. Large hands-on storm drain model. General Public, residents, tourists.	16a. Restock display and tabulate numbers.	X
17. Tourist Outreach	17a. Brochures to visitor centers and contact hotels regarding PSA. Modification made in Year 2.	X
18. Logo Development General public, residents, tourists.	18a. Logo on educational materials.	X
19. Printing of educational materials. General public, tourists, schools.	19a. Materials distributed and tabulated to various audiences. Some were reprinted this year.	X

Program Activities

1. School Outreach (Kindergarten through College)

Research has shown that targeting children is an effective way to educate the community. Children are natural teachers and enthusiastic about the environment and making a difference in their community.

In the “trickle-up” method of education, children often educate busy parents, siblings and friends

about issues that concern or excite them. These young people will grow up to be voters, professionals and parents. By instilling an understanding of the direct effects of their individual behaviors and the value of community involvement at an early age, they will take these lessons with them throughout adulthood.

The unified school districts that fall within the permit boundaries include: Carmel, Monterey, Pacific Grove and designated Monterey County schools. The enrollment levels for grades K-12 is approximately 16,885 students.

The school education program will reach grade levels Kindergarten-College throughout the jurisdictions represented by this program. The outreach will be divided into educational methodologies among the following:

Grades K-3
Grades 4-8
Grades 9-College
Teacher Training

The following partners participated with the school outreach: Save The Whales (STW) and the Monterey Bay National Marine Sanctuary (MBNMS) program.

1.1 Grades K-3

Distribute bilingual coloring books, posters and a bilingual public service announcement to younger grade levels. In partnership with the nonprofit organization Save The Whales (STW) this will be accomplished. STW targets younger grades with classroom presentations about the sea otter. The educational materials will enhance what young students can do to protect the otters with messages about urban runoff, recycling, and keeping litter out of storm drains. This will expose younger students to the storm drain pollution message before they reach fourth grade.

The measurable goal will be calculated by the number of students reached and educational materials distributed to approximately 35 classrooms or a minimum of 750 students. Numbers will be tabulated in the annual report. In Years 2-5 we plan to maintain partnerships and grow them when possible. Collaborative grants may help aid the program.

Outcome:

STW and SEA gave presentations to lower grade levels and distributed educational materials.

Classroom Presentations & Materials Distributed to Grades K-3

Presentation Given By	Grade Level	# Classrooms	#Students Reached	Coloring Books Distributed
STW	1-3	17	424	64
SEA	1-3	8	128	790
TOTALS:	1-3	25	522	854

1.2 Grades 4-8

This is the most concentrated sector of the outreach program. Students begin learning the water

cycle in fourth grade. Our hands-on program is in alliance with the California Science Standards which allows teachers to justify bringing the program into their class.

The majority of the outreach program targeted students in grade levels 4-8 throughout the jurisdictions represented by this program. The SEA educator, in partnership with MBNMS, estimated 48 classroom visits (with approximately 20 students per classroom) could be done in the first Year of the permit. It was estimated that approximately 960 students would be reached.

SEA and MBNMS estimated one to two visits per class for a total of 48 classrooms visits. With 48 class visits per year and an estimated 20 students per class, approximately 960 students would be educated in the first Year of the Program. In partnership with MBNMS, which has committed to providing a part-time educator to assist, they will be responsible for half of the above presentations or 24 class visits. MBNMS is donating their time at no additional cost to the SEA group. With this partnership, approximately 960 students will be reached each year in grades 4-8.

Presentations were scheduled with individual teachers. School contacts were supplied by MBNMS, STW, the Monterey County School District list of schools, MRWPCA's Community Education Coordinator and teacher word-of-mouth.

Outcome:

Classroom Presentations

Presentation Given By	Grade Level	# Classrooms	Program Activity Number	# Students Reached
MBNMS	K-8	13	1.1, 1.2	569
SEA	2-College	33	1.1, 1.2, 1.3	761
STW	2-6	23	1.1, 1.2	584
GRAND TOTALS:	K-College	69	1.1-1.3	1,914

The SEA educator made 33 classroom visits to grades 2-College and reached 761 students. Seven of the classes received a second visit and participated in the student survey. The data that was tabulated from the student pre-survey on the first visit, compared to the second post-survey on the second visit, revealed a marked increase in student comprehension. The survey results show that there is an improvement in comprehension with the repeat visit. This will be discussed further in more detail.

STW reached 23 classes and 584 students in grades 4-6 through after-school presentations in the cities of Pacific Grove, Marina, Monterey and Seaside.

MBNMS reached grade K-8 students in the cities of Seaside and Marina through their after-school Multicultural Education for Resource Issues Threatening Oceans (MERITO) program. They were able to reach 13 classrooms and 569 students. Two of the classes received two or more visits per class.

The SEA combined total outreach (1.1, 1.2, 1.3) with partners MBNMS and STW equals 69 classroom visits and 1,914 students. This exceeded our goal of 48 class visits and 960

students.

The classroom presentations were comprised of the following activities:

Classroom Visit 1: Students were given a pre-survey with questions about basic storm water knowledge. Each student filled out a survey and returned it to the SEA educator. This helped to give a baseline of the students' prior knowledge of urban runoff and the MBNMS.

Following the survey, students were asked to identify what a storm drain is and what is the closest watershed to their school. This helped introduce the interactive hands-on Enviroscape model demonstration. The portable model represents a cityscape which identifies pollution sources such as neighborhoods, construction, farming areas and agriculture fields. Students were invited to "pollute" the model using cocoa as motor oil, and various colors of powdered drink mix to represent pesticides, soil erosion, fertilizers, trash, pet waste, and detergents from car washing. Students simulated a rain storm by using spray bottles and watched as the pollutants flowed off the streets and hillsides into the principal water body labeled as the Monterey Bay National Marine Sanctuary. Discussion was led about how important the Sanctuary and endangered species are to a healthy environment. The activity emphasizes the land and sea connection and allows students and teachers to visually understand that urban runoff flows to the Sanctuary.

In addition, discussion is led about illicit discharges and waste disposal. Students are asked to educate their family to bring unwanted pesticides, fertilizers, paint, antifreeze and motor oil, and batteries, to a household hazardous waste facility and to clean-up pet waste. The students are informed about the 1-800 CLEAN-UP number as a means to report people that are illegally dumping waste into storm drains. Emphasis is placed on making the distinction between, sinks, bathrooms, kitchens inside buildings that are connected to a sewage treatment plant vs. water that goes into a storm drain which is not treated at the sewage plant.

Educational materials were left with the teacher and students. Materials included a bilingual storm drain poster for each class, bilingual *Monterey Bay Begins On Your Street* brochures for each student to take home, a bilingual 30-second television public service announcement about urban runoff, 10 Ways to Help The Ocean and a Balloon Alert Flyer supplied by Save The Whales.

Classroom Visit 2: The second visit to the classroom was scheduled upon completing the first visit. The purpose of the second visit is to reinforce the learning experience from visit #1. Teachers were given the option of student storm drain stenciling or a hands-on marine mammal presentation with whale artifacts and activities from Save The Whales.

The stenciling option was dependent on weather conditions and the teachers being able to allow more time for the activity. The Save The Whales program is not weather dependent and able to fit in one classroom period. Both programs emphasize the pollutants that flow to the Sanctuary, and how this can harm wildlife, and how each student can help make a difference.

Following the second classroom visit, students were given a post-evaluation survey (the same survey as the pre-evaluation survey). This allows the SEA educator to measure the learning effectiveness of the two classroom visits.

STUDENT PRE- AND POST- SURVEYS

School Name	School Location	# Classes	#Students	Grade Level	Total Survey Responses
All Saint's Day School	Carmel	1	17	4	17
Marshall Elementary	Seaside	2	28	5	28
Martin Luther King Academy	Salinas	1	6	5	6
Tularcitos Elementary	Carmel	2	43	4	43
York	Monterey	1	16	10-12	16
TOTALS:		7	110	4-12	110

The responses are calculated below from the seven classes that received two classroom visits. Only the results from students that were present for both classroom visits and completed a pre- and post-survey are tabulated. The correct responses to questions given on the first visit and after the second visit are below. There was a marked increase in correct student responses after the second classroom visit.

The Student Survey contained the following questions:

1. What is the Monterey Bay National Marine Sanctuary? Multiple choice (1 point).
2. What do you think is the most serious problem for the oceans? (1 point).
3. When you wash your hands at a sink, or flush the toilet where does the water go? Multiple choice (1 point).
4. Storm drain pollution is one of the largest sources of ocean pollution. T/F (1 point).
5. What does a storm drain do? Multiple choice (1 point).
6. When water on the streets goes into storm drains it ends up in the ocean? T/F (1 point).
7. Name 3 types of pollution you may see in your neighborhood or around your school? (3 points).
8. Name 3 things you and your family can do to help prevent storm drain pollution? (3 points).

The table below compares the Pre- and Post-Survey Responses.

Student Survey Pre/Post Survey Correct Responses Calculated from 110 4th –12th Grade Students	Pre-Survey Before Visit 1 Correct Answers (Points)	Pre-Survey % of Correct Responses	Post-Survey After Visit 2 Correct Answers (Points)	Post-Survey % of Correct Responses	Increase After Visit 2 Correct Answers (Points)
TOTAL Points Possible: 1,320	998	75.61%	1,119	84.78%	121

Outcome:

This small sampling shows that correct responses increased by 9.17% after the second classroom visit.

In 2007, Applied Survey Research (ASR), a private evaluation firm in Watsonville, California reviewed the student pre- and post-student survey. The firm reviewed the survey free of charge

and gave advice for improvement. The survey can be viewed at www.montereysea.org by going to the Literature tab and to the for Teachers section.

ASR suggested making minor changes to some of the wording in the questions and to offer answers to some of the questions as true/false choices or multiple choice options. This reduces subjective answers. They also suggested that the student name on the surveys would allow us to match the pre- and post-survey that each student completed. This increases accuracy in calculating responses

The SEA educator made the above modifications to the survey in permit Year number two and the results are tabulated above.

Education Pieces Delivered To Schools	# Pieces Distributed
Monterey Bay Begins On Your Street Brochure (English)	413
Monterey Bay Begins On Your Street Brochure (Spanish)	15
Bilingual Storm Drain Poster	37
Sanctuary Salmon Poster	5
“Be Kind To Animals” Coloring Books (English)	810
“Be Kind To Animals” Coloring Books (Spanish)	44
Bilingual Storm Drain PSA-30 seconds	8
Balloon Alert Flyer	10
10 Things To Help The Ocean Flyer	10
GRAND TOTAL:	1,352

1.3. Grades 9-College:

High school and college students are required to complete community service hours in order to graduate.

The Community Service advisor will be contacted in three of the eight existing high schools and universities to begin the program. In Years two-five an additional three campuses will be contacted per year to participate. The rotation will begin again once all eight campuses have participated. College campus organizations such as Surf Riders or Return of the Natives will be contacted to garner student interest. Over five-years, all of the institutes will have been contacted at least once for participation.

The SEA educator will lead students in stenciling storm drain inlets with the message, “No dumping flows to Bay.” Stenciled drains will be tracked and tabulated by marking them off on a map provided by the cities. This activity allows quality time with the students to discuss activities that contribute to storm drain pollution. Students will be given educational materials to bring home.

In addition to the stenciling program, and in order to integrate environmental science with communication and biology, educators and their students will be made aware of the media

facility called Access Monterey Peninsula (AMP). Students will have the opportunity to create a short public service announcement (for radio or television) on storm water that could be aired on local radio stations or the local cable channel. This would be part of a student project for graduation.

The measurable goal will be tabulated by the number of volunteer hours contributed by the total participants, number of storm drains stenciled and location of activity. In the first Year of the five-year plan, we provided 100 volunteer hours.

Outcome:

Grades four through college participated in community stenciling. The following high schools were contacted for stenciling: Seaside, Monterey and Pacific Grove. In addition the following colleges were contacted: California State University Monterey Bay and Monterey Peninsula College.

The Young Women In Science program from the Monterey Bay Aquarium had 74 elementary, middle and high school students participate in stenciling storm drain inlets in the city of Monterey during July-August 2008.

Three students from Monterey high school's program called The Monterey Academy of Oceanographic Science (MAOS) participated in a community service program in partnership with the SEA program. MAOS prepares public high school students throughout Monterey County for academic and career success. This program is enhanced by collaborating with the many marine related academic programs, research organizations and businesses in the area.

The students studied urban runoff materials and discussed issues with mentors. The mentors were comprised of Mike Dawson from Leadership Monterey, Maris Sidenstecker, the SEA education coordinator and Tana Marie Misrack a radio voice-over professional.

The students wrote 30-second spots on car washing, lawn fertilizer, 1-800 CLEAN-UP, motor oil & antifreeze and water softener. All radio scripts were reviewed by the mentors, MRWPCA education staff, and the SEA group prior to recording. The ads were recorded by Tana Marie Misrack in the KWAV and Clear Channel studio free of charge. The students who wrote the spots came to KWAV and watched the recording session. Both radio stations generously provided editing and studio time for which we are grateful.

The SEA education coordinator distributed the ads for play on local radio stations. Without the cooperation and enthusiasm of the radio stations the project would not have been successful. The MAOS urban runoff pollution prevention ads aired free of charge on the following stations:

Name of Radio Station	Name of Ads That Aired	Dates	# Times Ads Aired
KDON	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/3/08-6/29/08, 7/28/08-8/29/08	64
KOCEAN	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/3/08-6/29/08, 7/28/08-8/31/08	87
KTOM	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/3/08-6/29/08, 7/28/08-8/31/08	86
KWAV	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP, Water Softener	3/3/08-5/30/08	234
KPIG	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/10/08-9/7/08	89
The BEACH	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/10/08-9/7/08	89
The HIPPO	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/10/08-9/7/08	89
HANK FM	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/10/08-9/7/08	89
KBACH	Balloons, Car Wash, Lawn Fertilizer, Oil & Antifreeze, 1-800 CLEAN-UP	6/10/08-9/7/08	89
TOTAL: 9 Stations		3/3/08-9/7/08	916

Storm Drain Stenciling Results:

Student Volunteers	Number Students	Number Hours	Total Inlets Stenciled
Elementary	21	54	
Middle School	50	125	
High School	45	92.5	
College	43	92.5	
TOTAL:	159	364	114

In addition, under Minimum Control Measure 2 (MCM2) of this plan, stenciling was also done with adult volunteers as part of the community Public Participation Program bringing the total number of storm drains stenciled up to 380. Most of the inlets were also stenciled in Spanish. Additional information regarding the stenciling activities is contained in the Appendices for each of the co-permittees.

Location and Number of Inlets Stenciled by Students Per City:**Seaside: 26 Inlets**

Noche Buena to Ord Grove & Circle St. to Waring St. (11- English & Spanish)
Hilby between Fremont & 218. (8-all English & Spanish)
La Salle Street from Noche Buena to Harding St. (7-all English & Spanish)

Monterey: 64 Inlets

Santa Catalina School Campus (1)
Ryan Ranch –Lower to part of Upper Ragsdale (14)
Ryan Ranch-Upper Ragsdale (13)
Camino El Estero & Robinson (2-all English & Spanish)
Camino Aguajito & 7th (2-all English & Spanish)
Cannery Row & Wave Street from Irving to Reeside (32-all English & Spanish)

Pacific Grove: 24 Inlets

Laurel and 19th –Laurel and Willow (13-all English & Spanish except 1)
Laurel and Lighthouse between 17th and 10th (11- all English/Spanish)

1.4. Teacher Training: The three Unified School Districts of Carmel, Monterey, and Pacific Grove will be contacted in Year one of the permit to discuss teacher training programs on storm water pollution. Contact will be made in Year one to set up trainings for Years 2-5. The Measurable Goal (MG) will be the number of teacher trainings given per year in Years 2-5.

Outcome:

SEA has tried unsuccessfully to offer teacher trainings for the school districts in the last 2 years. All three school districts were contacted one or more times. Not one district has agreed to any formal teacher trainings.

Through the 69 classroom presentations given to grade levels K-College with the hands-on watershed model, teachers were trained informally.

Modify:

In Year 3, the SEA education coordinator will contact the three school district Regional Occupational Program Coordinators to provide outreach for the ROP classes associated with hospitality, auto repair, or other business related courses that may influence stormwater

pollution. SEA will offer presentations, educational materials and surveys to participants. The survey responses will help measure effectiveness of this outreach tool.

2. Sea Otter Mortality Education

The sea otter mortality in the Monterey Bay National Marine Sanctuary is of great concern. Autopsies on some otters have found the presence of toxoplasmosis which is believed to be linked to cat feces from feral cats as well as pets. It is believed that flushable cat litter may be a culprit as the toxoplasmosis cysts are small enough to pass through the sewage treatment plant filters ending up in the ocean. Otters feed largely on filter feeding animals which may have the ingested the cysts. While not conclusive, this may be a factor in otter deaths.

The SEA program as well as the participating partners, STW and the MBNMS's school outreach and Team Ocean program, educate the public and students about this specific issue. While it is still not clear on the exact cause of the sea otter mortality, educators highlight urban runoff pollutants such as motor oil which can harm or kill otters, and ask people to pick-up pet waste from yards (both cat and dog waste).

Outcome:

The bilingual educational brochure *Monterey Bay Begins On Your Street* addresses pet waste. The brochure was reprinted with the additional message, "Do not flush cat litter," as a preventative measure. The brochure changes were shared with the MBNMS to have consistent messages. Links to sea otter organizations and other educational sites and resources are updated on the SEA website www.montereysea.org

3. Selected BMP Brochures

The SEA educator worked with the City of Monterey to adapt the following BMP brochures for the Program. The SEA logo was inserted before printing.

BMP for Commercial Industries:

- Automotive Maintenance & Car Care
- Food Service Industry

BMP for Construction Industry:

- Earth-Moving Activities
- Fresh Concrete & Mortar Application
- General Construction & Site Supervision
- Heavy Equipment Operation
- Painting & Application of Solvents & Adhesives
- Roadwork & Paving

BMP for Gardeners, Homeowners, and Landscapers:

- Car Care for Do-It-Yourselfers
- Home Maintenance Tips
- Home Repair & Remodeling
- Landscaping & Gardening
- Pest Control Tips

The BMP brochures will be available for distribution through individual city department offices,

targeted mailings via city newsletters, and Monterey County offices. Mailings to targeted businesses will be done over five years. In addition, 2,000-3,000 brochures will be mailed annually to residents on different topics. The effectiveness will be measured by counting the number of BMP brochures distributed. These numbers will be reported in the annual report.

Outcome:

The brochures can be downloaded from:

<http://www.co.monterey.ca.us/msea/Literature/literature.htm>

BMP Brochures & Educational Materials Supplied by SEA

Name of Entity	Number & Title of Materials
California Restaurant Association (CRA)	2 bilingual BMP restaurant DVDs
County of Monterey	210 BMP brochures
City of Carmel	47 BMP brochures 53 bilingual restaurant DVDs
City of Monterey	83 BMP brochures 80 bilingual BMP restaurant DVDs
Green Business Program	5 bilingual BMP restaurant DVDs
MRWPCA Source Control Inspector's	100 bilingual restaurant BMP posters 100 bilingual automotive BMP posters 50 bilingual BMP restaurant DVDs 40 storm drain posters
City of Pacific Grove	214 BMP brochures
City of Seaside	235 BMP brochures 44 bilingual restaurant BMP posters
Pebble Beach Company	1 bilingual bmp restaurant DVD
Total:	1,264 Educational Pieces

Total BMP Brochures distributed: 789

Total BMP Posters (Auto & Restaurant): 244

Total Storm Drain Posters: 40

Total BMP Restaurant DVDs: 191

4. Residential Outreach

Through city newsletters, residents can be informed about specific storm water issues. The cities of Monterey and Seaside have newsletters. Specific BMP information targeting homeowners will be included in the newsletter mailings. Monterey mails newsletters to approximately 15,000 residents three times per year. Seaside sends quarterly newsletters to residents. Pacific Grove plans to send newsletters to residents two times per year or mailings to reach targeted audiences.

Additionally, the permit group will try to coordinate with the local trash collector, water and sewer agency to incorporate stormwater messages into mailing inserts to reach residents in other cities and the county not listed above. The effectiveness will be measured by counting the number of residents reached via mailings. These numbers will be reported in the annual report.

Outcome:**City of Seaside:**

Seaside has a population of 33,300 residents. The Winter 2008 newsletter titled “City of Seaside Currents” included a street sweeping schedule and discussed the importance of street sweeping in helping to prevent debris from entering storm drains.

The Spring 2008 issue contained an article on Green Cleaning for your home with a link to www.epa.gov for more information.

City of Pacific Grove:

In December 2007, the Urban Runoff Diversion program for Pacific Grove was covered by the following television stations KSBW, KSTS and KION.

City of Monterey:

The City Focus printed newsletter is mailed to 15,000 residents three times per year in spring (March), summer (July) and fall (October). They supplement these with an online City Focus newsletter that can be viewed at www.monterey.org/efocus/.

The Spring 2008 issue of The City Focus had an article on Green Gardening
<http://www.monterey.org/focus/spring08/page7.pdf>

In the January 2008 City Focus Online issue an article on Storm Drain Awareness
<http://www.monterey.org/efocus/jan08/index.html> was posted. It got approximately 500 hits.

Four IntraWeb internal articles “City Talk” were emailed to city staff. Each issue reaches about 500 people. The titles of the articles are below:

- Tracking Sources of Storm Water Pollution
- Help Us Keep Monterey Bay Clean
- Healthy Ways to Protect Your New Spring Garden
- Monterey Police Prove Storm Water Awareness

A public workshop was held on November 5, 2007 in the city of Monterey Council Chambers and attended by a handful of residents. The show was recorded and aired a total of 68 times on the local cable channel from January 2008-August 2008. Several people have told members of the SEA group that they have viewed it.

5. Household Hazardous Waste Services in Monterey County

In an effort to pool the education section together into one section, the household hazardous waste programs implemented by other agencies are listed below and found in Minimum Control Measure 6 of this document.

All of the member entities have existing programs provided by other agencies and private companies that educate and provide services for used motor oil and used oil filters. Each community is provided with curbside oil recycling services for residences. All auto part stores provide containers for used motor oil and filter bags. The local waste companies, Waste Management, Inc. and Monterey Disposal, provide education information in their quarterly newsletters. In addition the Monterey Regional Waste Management District provides information

by mail and at community events including the local fairs and major festivals. Public education audiences include schools, homeowners associations, businesses, and multi-family residences. Effectiveness for this effort can be tabulated by the collection numbers from year to year. The individual agencies listed below can be contacted for their outreach numbers.

Monterey Disposal	“Recycling Times”	Quarterly	Web Site www.montereydisposal.com	Public education meetings
Topics: Recycling; used motor oil and filters; resource conservation; hazardous waste; curbside services				
Waste Management	“Think Green”	Quarterly	Web Site www.wastemanagement.com Carmel Marina Corporation	Public Education meetings
Topics: Recycling; used motor oil and filters; hazardous waste; curbside services				
Monterey Regional Waste Management (serves all the MRSWMP entities)	“Small Planet”	Bi-monthly	Web Site www.mrwmd.com	Public Education meetings
Topics: Multiple brochures cover: oil, oil filters, proper disposal, household hazardous waste.				
School program: Reduction, reuse, recycling.				
Hazardous Waste: Residential customers can bring up to 15 gals. Or 125 lbs. Municipalities and Commercial generators are by appointment and have a nominal fee for services.				

6. Our Water Our World “OWOW” Upkeep

The Our Water Our World (OWOW) program was developed in 1997 by San Francisco Bay area clean water agencies in response to pollution problems caused by two of the most commonly used residential pesticides: chlorpyrifos (Dursban) and diazinon. Both stormwater runoff and wastewater treatment plant discharges contain levels of these two pesticides high enough to kill organisms at the base of the aquatic food chain. In fact, 85 water bodies in California are listed by EPA as impaired due to diazinon. In the OWOW promotion, sponsoring agencies provide participating stores with bilingual fact sheets about managing common pests, along with an updated list of less toxic and non toxic pest control products recommended for sale. These products are identified in the stores through colorful OWOW shelf talkers.

Under a State Water Resources Control Board Section 319 grant funded in 2003, the Marin County Stormwater Pollution Prevention Program (MCSTOPPP) has taken the lead on implementing this program in Regional Board regions 1-3. This grant has made it possible to bring OWOW to 250 retail stores with the assistance of local coordinators. In this area, the SEA educator is the main contact between Marin County and the local stores. The purpose is to educate and provide the public with less toxic integrated pest management (IPM) alternatives. The goal of MCSTOPPP is to have every county in California involved in OWOW in order to reduce residential pesticide use in communities.

The SEA educator is responsible for the upkeep and restocking of OWOW flyers and point-of-

purchase (POP) tags in stores, and acts as the area contact for store owners. Additional duties include: update the OWOW website staff with information on behalf of SEA, run print ads to garner awareness for the program and coordinate with Marin County on all aspects of program.

Participating counties include: Alameda, Humboldt, Monterey, San Francisco, Santa Barbara, Solano, Contra Costa, Marin, Napa, San Luis Obispo, Santa Clara, Sonoma, Del Norte, Mendocino, San Benito, San Mateo, Santa Cruz, and Trinity.

The OWOW website www.ourwaterourworld.org has regional information for the public to access including household hazardous waste drop off centers, and contact numbers for the different counties.

Through grant funds, Marin County supplied the bilingual fact sheets, shelf talkers, training manuals, and in-store employee training. They continued to fund this aspect of the program through March of 2006. Marin County will continue to seek grant funds to keep costs down for all of the California counties participating in the program.

Marin County invested grant funds and labor to recruit seven nurseries in the MRSWPG region. Stores include: Long's – Marina, Cypress Gardens - Monterey, Griggs Nursery – Pacific Grove, Griggs Nursery - Carmel Valley, Valley Hills Nursery - Carmel Valley, Ace Hardware – Castroville, Orchard Supply Hardware (OSH) – Sand City.

Each store had a training program in order to educate their staff about alternative pesticide products. The trainer, Annie Joseph, is a qualified consultant who previously worked for pesticide chemical companies. She is contracted by Marin County to provide staff trainings and set up the literature racks and POP information in each store in cooperation with store management and staff.

The success of this program is based on data that the sale of alternative non-toxic pesticides is on the rise. Reports from the 82 Orchard Supply & Hardware (OSH) stores in the state of California proves you can sell alternative pesticide products and make a profit. The snail bait called "Sluggo" that does not kill pets or wildlife has had a dramatic sales increase.

Every garden store has POP shelf tags which directs the public to safer alternative products. In this way, staff can help the public locate the marked POP alternatives and educate them about the information available in the literature stands.

Literature racks with 14 colorful flyers are displayed in the garden and fertilizer areas of each nursery. Several of the flyers are in Spanish. The flyer topics are listed in the table below. The flyers have the SEA participating entities listed with contact information. The literature was restocked on the following dates: 2/12/08, 5/16/08 and 8/7/08.

In 2007-2008, one of the nurseries went out of business (Griggs Nursery, Pacific Grove) and one removed the literature rack (Griggs Nursery, Carmel Valley) due to a space issue. We now have literature in the following five nurseries: Long's – Marina, Cypress Gardens - Monterey, Valley Hills Nursery - Carmel Valley, Ace Hardware – Castroville, Orchard Supply Hardware (OSH) – Sand City.

The measurable goal was calculated by tracking the number of each flyer distributed in the five participating garden/hardware stores. The following distribution of literature was maintained by the SEA educator.



OWOW Materials Distributed	# Pieces Distributed
Ants (English)	30
Aphids (English)	46
Fleas (Spanish)	0
Healthy Gardens (English)	93
Lawns (English)	32
Magnets with OWOW website	273
OWOW Wallet Trifold	97
“Sluggo” alternative snail bait samples	245
Snails & Slugs (English)	54
Spiders (English)	22
Use & Disposal of Pesticides (English/Spanish)	0
Weeds (English)	5
Wonderful Roses (English)	126
Yellow Jackets (Spanish)	0
GRAND TOTAL:	1,023

7. Our Water Our World “OWOW” Outreach Events

The SEA educator will participate in a minimum of two tabling events at selected garden stores in order to educate the public about non-toxic pest management products. In addition, free “Sluggo” samples, OWOW magnets and educational materials will be distributed.

Outcome:

The measurable goal is calculated by tabulating the number of people spoken with at in-store OSH events and OWOW educational materials distributed at public events, and restocking the OWOW racks in participating nurseries.

At each in-store event, the SEA educator was present for 2-3 hours to interact with the public on the following dates: 7/27/08 and 8/17/08. Events were scheduled in cooperation with OSH store management in Sand City. The number of people reached at In-Store events was 37.

OSH serves most of the communities within the area covered by MRSWMP and has a good amount of foot traffic. In addition to speaking with the public, we distributed colorful magnets with the OWOW website to the public, trifold wallet brochures on non-toxic pesticide alternatives, and “Sluggo” snail bait that is non-toxic for pets and wildlife.

This program has been extremely successful as far as public feedback and the support of the OSH staff and management. Members of the public that are approached are receptive and appreciative of the program. When people were informed of the safe pesticide alternatives which help protect wildlife, children, and water quality they were grateful for the information.

8. Restaurant Training

The goal was for 75 restaurants to receive educational materials and the bilingual Best Management Practices (BMP) restaurant video. This outreach targeted restaurants located within the area covered by the MRSWMP.

To accompany the bilingual restaurant BMP poster adapted from the City of Los Angeles, a bilingual video was produced by the City of Monterey to address the same BMPs on the poster. It educates kitchen staff about proper BMP such as proper mat washing techniques and cleaning up spills. Within the area covered by MRSWMP, a large number of kitchen staff are Hispanic and speak little or no English.

The restaurant video was made several years ago in response to a survey taken by 100 restaurant managers in the City of Monterey. The video is now available in a DVD format. The survey asked what tool would help them train their revolving staff about proper BMP to reduce urban runoff. Many managers asked for a short bilingual video that could be used for staff training.

The bilingual DVD is seven minutes long in each language version. The DVD depicts five proper BMP techniques to reduce urban runoff. Following the DVD, a bilingual survey can be given to each staff member. A bilingual poster, the restaurant DVD and bilingual brochures *Monterey Begins On Your Street* are left to distribute to the staff.

The restaurant DVD is being used by the Cities of Watsonville and Santa Barbara, an area outside the area covered by MRSWMP. The Green Business Program, modeled after Palo Alto’s successful program, is doing well in Santa Cruz and Monterey Counties. Through print ads and media attention, the program will recognize businesses that practice green methodologies such as water and energy conservation, waste reduction, storm water pollution prevention techniques and recycling. The program staff is using the restaurant DVD for this program.

The proposed outreach method of meeting with the restaurant managers in person and giving them the educational materials has proven to be ineffective. In the second Year of the program we made the following modifications listed below.

Modify: Restaurant Outreach/Green Business Program

The ultimate goal of the restaurant outreach program is to educate restaurant managers and their staff about proper BMP to prevent stormwater pollution and encourage the restaurant to become a certified Green Business.

The Green Business Program in Monterey has become quite active and is a partnership between

Santa Cruz and Monterey Counties, the cities of Monterey, Scotts Valley and Watsonville, the Soquel Creek and Pajaro Valley Water Districts, the Monterey Bay Unified Air Pollution Control District, the California Integrated Waste Management Board, Cal EPA Department of Toxics Substances Control, and Ecology Action (EA) of Santa Cruz.

The Monterey Bay Area Green Business Program (MBAGBP) certification process is led by the Monterey County Health Department, Environmental Health Division, Recycling Services. The program began in 2004 in order to recognize and promote businesses that go beyond compliance by implementing excellent business practices. The certification process integrates water and energy conservation, solid waste reduction, and pollution prevention. The website is <http://www.montereybaygreenbusiness.org>

In Monterey County, SEA, The California Restaurant Association (CRA), MBNMS and EA have been working closely with the MBAGBP through the following methods to provide support.

- In addition to cities offering the bilingual restaurant DVDs and posters the above partners also distribute materials.
- MRWPCA is assisting by having their storm water inspection team distribute bilingual restaurant DVDs and BMP poster materials to restaurants. MG=the number of materials given away will be tabulated.
- SEA is working with the CRA and MBAGBP to offer restaurant workshops (when possible) for managers to become a green business. Viewing the bilingual DVD is mandatory for managers who attend the workshop. A sign-up sheet to become a green business will invite managers to make an appointment with the MBAGBP. MG=number of participants and the name of the restaurants. We can track whether any of the participants in workshops become certified.
- The number of Certified Green Businesses in the SEA region will be listed with their certification date in the annual report. This will be a measurable goal (MG).
- Businesses that are in the process of certification must have storm drain stencils in front of or close to their business stenciled by SEA before the certification process can be complete. MG=the number of storm drains stenciled and location are reported in MCM2 of the annual report.

Outcome:

Materials Distribution:

Distributed By	City	BMP Posters	BMP DVDs
MRWPCA	Monterey	80	54
City of Carmel	Carmel		47
SEA	Pacific Grove-Workshop	6	10
TOTALS:		86	111

Workshop:

Passionfish restaurant owner, Cynthia Walter, a certified Green Business owner hosted a restaurant workshop in April 2, 2008. Five restaurant managers completed the survey after viewing the DVD. The Carmel restaurant manager expressed interest in hosting a workshop next year.

Restaurant Workshop on 4/2/08 in Pacific Grove

Name of Restaurant	Number Attending	City	Survey Completed
Chef's Pride	2	Pacific Grove	1
Poppy Hills Golf Course	1	Pebble Beach	1
Sardine Factory	1	Monterey	1
Forge In the Forest	1	Carmel	1
TOTAL:	5		5

Certified Green Businesses in Monterey County:

In 2007-2008, fifteen businesses (12 offices, 1 vehicle service, 2 restaurants) were certified which is double the number of businesses certified last year.

To visit the updated list of Monterey County green businesses go to:

<http://www.montereybaygreenbusiness.org/GBListingsMC.html>

Business Name	Certification Date	Type of Business
Hans Auto Repair	9/28/07	Vehicle Service
Big Brothers Big Sisters of Monterey County	10/4/07	Office
KRXX Station	11/13/07	Office
York School	12/19/07	Office
Renovations	12/28/07	Office
Carmel Building & Design	4/25/08	Office
Café Fina	4/25/08	Restaurant
Randy's Whale Watching & Fishing	4/28/08	Office/Retail
Princess Monterey Whale Watching	4/28/08	Office/Retail
Old Fisherman's Grotto	4/28/08	Restaurant
Hayward Lumber	4/28/08	Office
Abrego Copy & Print	4/29/08	Office/Retail
Monterey County Weekly	5/29/08	Office
Aladin Properties/Ausonio, Inc.	5/29/08	Office/Construction
Chartwell School	6/16/08	Office
TOTAL : 15 Businesses		

Events:

EA distributed Green Business educational materials at the following 5 events in Monterey County:

Monterey Peninsula Chamber of Commerce, Govt. Affairs Committee Meeting 9/12/07

Carmel Mission Fair 11/18/07

MBA Community Open House 12/9/07

Sanctuary Symposium 4/5/08

Monterey Peninsula Chamber 4/30/08

Media:

A half-page Green Business ad ran in the Yellow Pages directory under recycling for 12 months. Ad was paid for by EA with grant funds from MBNMS.

KPIG radio station interviewed EA about the Green Business Program on 3/25/08.

KSBW Action News 8 covered the Green Business Award ceremony on 4/22/08.

9. Bilingual Radio Ads:

The program coordinator will book the radio ads on selected radio stations. This is one of the most cost-effective strategies to reach a large segment of the population with repeated messages about stormwater.

Radio ads reach targeted audiences, and in this regional area it is a cost-effective mass media outreach. Several radio stations were selected due to their demographic audience. *Dirty Words* has aired sporadically over the past four years with sporadic funding sources. Two years ago, working in partnership with the County of Santa Cruz, we were able to run ads on more stations and extend the airtime of the campaign.

The *Dirty Word*[™] ad campaign focuses on storm drain pollution. Original music and an outstanding voice command these 60 second radio spots. The purpose of the ads is to grab the attention of the listener and educate them about storm drains and their connection to rivers, creeks, streams and the MBNMS. It correlates water pollution with urban runoff and preventative measures one can take. The 1-800-CLEANUP number is given at the end of some of the ads to direct people to motor oil recycling locations and household hazardous waste sites.

In April of 2000, the *Dirty Words* radio ad campaign was honored with the Golden Addy Award in both English and Spanish for the best radio ad campaign in Central California. The ads (storm drain, first flush and motor oil) were written by Maris Sidenstecker with funding and creative input from MBNMS and the Cities of Monterey and Watsonville. The bilingual radio campaign began airing in 2000 throughout the Monterey Bay region on English and Spanish language stations.

Since the original three ads were made in 2000, three more have been added. The six *Dirty Words* ads include storm drain, first flush, motor oil, cigarette butts, dog doo and soap suds. The dates the ads play was staggered to reflect seasonal events and stretch out air time. "First flush" was played in anticipation of upcoming storms to educate the public about the first big rain of the season (typically September – October). Cigarette butts aired early September for National Coastal Clean Up Day which takes place the 3rd Saturday of September. One of the leading sources of beach litter is cigarette butts which are collected during Coastal Clean Up day. Soap

suds is aired in spring when most people wash their cars.

Radio stations enjoy this campaign and have come up with creative venues to extend outreach efforts. Most of the stations donated additional free spots to extend the airtime of the ads.

The *Dirty Words* campaign has been adapted by the Counties of Humboldt, San Mateo and Santa Clara. Humboldt County created a *Dirty Word* spot about mercury pollution. San Mateo County adapted the radio ads into TV Public Service Announcements using the same voiceover as the radio spots. Santa Clara County is running the same TV ads in their county.

Local radio stations were selected based on their audience reach to diverse age groups, gender, and targeted audiences. The numbers of listeners reached are based on Arbitron reports. Arbitron is an independent company that conducts surveys four times a year among local residents. Their survey depicts a cross section of the community radio listeners. The data is then sold to the radio stations. They are the equivalent of the Nielson ratings for television.

Radio Station demographics:

KDON – top station with the largest signal on the Central Coast. This station is very popular among younger listeners, age 12 and up. Targets an audience who may change their own oil and wash their cars.

KPRC - “La Preciosa” Spanish variety radio station. The top Spanish radio station in the area.

KWAV - popular station among women ages 25-54. Most listened to station in the workplace including banks and businesses. KWAV added the SEA website link to their homepage in August 2007.

KYZZ – Jammin The “Z” is a new station that is doing well in the ratings and is increasing in popularity with each quarterly period. Targets adults 18-34. Many parents listen with their children and this could lead to conversations about urban runoff issues after hearing the ads.

KTOM - country western station targets 25-54 year old males and females.

KHIP - classic rock station which is popular among men. Core audience is age 25-54 with a ratio of about 65% male and 35% female. This station is listened to largely at construction sites, gyms and auto stores.

KBOQ – classical station with a core audience age 35+ with a balanced mix of men and women. Targets an older audience, educated and more affluent.

KMBY - alternative rock station with a core audience age 18-44 and a ratio of 70% male, 30% female.

Outcome:

The measurable goal is calculated below per station. In Monterey and Santa Cruz counties, radio is one of the most cost effective measures for mass media education in the permit area. The population of the permit area is 125,642 people. Radio is a very effective way to reach the population with consistent messages about urban runoff in their place of work, recreation, or

while commuting

The table below is based on the radio market population of 555,900 for Monterey, Salinas and Santa Cruz.

Radio Ads September 2007-June 2008

Station Name	# Spots	Frequency	Age	Reach	Effective Reach	Gross Impressions
KDON-102.5FM	250	7.8	12+	169,700	30.0	1,320,000
KPRC-100.7FM	220	10.8	12+	90,500	16.3	981,000
KWAV-96.9FM	217	8.3	12+	107,600	19.2	893,000
KYZZ-97.9FM	160	3.8	12+	76,700	10.2	288,000
KPIG-107.5FM	270	10.6	12+	97,300	17.5	1,035,000
GRAND TOTALS:	1,117	13.6	12+	332,700	59.8	4,517,000

Frequency: the average number of times each person heard the message.

Reach: is the number of people who heard the message in that age range.

Effective Reach: is the number of people that heard the spot at least 3 times or more.

Gross Impressions: the total number of times someone in this age range heard the message.

The table above indicates that 59.8% of the population heard the message 3 times or more.

KWAV radio station added a link to the SEA website on their homepage in August 2007. Perhaps other radio stations will do this as well.

10. Bilingual Bus Ads

This was another cost effective method for reaching the general public. Ten buses displayed queen size ads of the adapted bilingual storm drain poster on the side of the bus from July 1, 2007 to June 30, 2008. The bus route for Monterey County serves the area covered by the MRSWMP.

The measurable goal was calculated by using the bus company formula to estimate the total number of impressions per ten buses during one year. The ad can be viewed at <http://www.co.monterey.ca.us/msea/Literature/literature.htm>

Outcome:

Bus Ad Impressions

Number of Buses	Impressions Per Month	Total Impressions Per Month	Total Impressions Over 12 Months
10	360,000	3,600,000*	43,200,000

*Based on 12 cars per minute per bus being on the road 10hrs. per day/7days per week.

11. Bilingual Movie Ads

Movie theatre ads are another cost-effective media strategy to reach the public. The SEA educator booked movie theatre preview ads with the cinema advertising agency and tracked movie attendance through data provided by the cinema agent.

According to National Cinemedia research, theatre commercials have an advantage over television. People have more than three times the recall of television ads (Nielson 2002). The captive audience can't change the channel, have paid to be there, and are excited to see the movie in a quiet environment.

The bilingual movie theatre animated ad utilizes the same design as the storm drain poster and the bus ads. This helps reinforce the regional continuity of the campaign. To maximize outreach, the ads ran for nine weeks during the winter and five weeks during the summer. These are some of the busiest movie seasons with many blockbuster films released during these seasons.

The ads ran on each screen in the selected theatres and appeared for 15 seconds on a rotation with other ads shown before the movie. The animated ad can be viewed under movie clip at <http://www.co.monterey.ca.us/msea/Literature/literature.htm>

Outcome:

The measurable goal is based upon the theatre box office attendance for the fourteen-week movie run. Ads ran for nine weeks in the winter and five weeks during the summer. In addition, the ad also played in theatre lobbies at the two theatres during the ad run. This was a very cost effective outreach method.

Bilingual Movie Theatre Preview Ad 11/16/07-1/17/08 & 5/30/08-7/3/08

Theatre	Location	# People (Ticket Sales)	Total Possible Impressions
Salinas Northridge 14	Salinas	184,586	184,586
Monterey 13	Monterey	265,097	265,097
TOTALS:		449,683	449,683

12. Publicity/Press Releases

The SEA group was responsible for garnering publicity to inform the public about stormwater pollution prevention and SEA public participation events.

Television:

On the local TV station KION/KCBA, 100 Green Business Program PSAs ran. These ads were paid for by EA through grant funds provided by the MBNMS.

KION, KSBW and KSTS reported the Urban Runoff Diversion program for Pacific Grove in December 2007.

KSBW Action News 8 covered and broadcast the Green Business Program Award Ceremony on 4/22/08.

KION News 46 TV station on the morning weather segment mentioned the upcoming "Backyard

to Bay” event in Pacific Grove on October 13, 2007. Viewers were reminded to keep property clean around their home from pollutants, chemicals, and trash in order to prevent storm drain pollution.

The local cable television channel called Access Monterey Peninsula (AMP) recorded the 11/5/07 public workshop held in the city of Monterey council chambers. The Monterey Regional Storm Water Management Program meeting aired 68 times on AMP from January 2008-August 2008. It aired the following number of times during these months: 19 times in January 08, 23 times in February 08, 7 times in March 08, 4 times in April 08, 5 times in May 08, 4 times in June 08, 3 times in July 08 and 3 times in August 08. The meeting can also be downloaded from www.ampmedia.org

Print Media:

The Carmel Pine Cone July 18, 2008 edition ran an article about Pebble Beach Company attaching 148 stainless steel storm drain emblems to storm drain inlets. These fixtures have a message reminding people not to dump in storm drain inlets.

Monterey County Magazine is a quarterly magazine. The Summer 2008 edition had an article about STW organization education and outreach efforts and their partnership with SEA and other agencies.

The Monterey County Herald April 2008 featured the upcoming Green Business Restaurant workshop hosted by Passionfish restaurant in partnership with SEA, CRA and MBAGBP.

The Monterey County Herald August 24, 2008 Local Section ran a small article about the “Backyard To Bay” sponsored by the MBNMS held on August 30, 2008 in Pacific Grove.

Print Ads

A total of 21 print ads were run during September 20, 2007–May 30, 2008. All of the ads informed the public about specific urban runoff issues and promoted community participation. Ads can be viewed at www.montereysea.org

An informal polling of volunteers at a water monitoring training event was conducted on June 1, 2008. When asked how they learned about the event most participants responded that the Herald was the leading source, followed by the Pine Cone and the Weekly was last.

The public workshop ads invited public participation, the Got Bugs? ad directed readers to OWOW participating nurseries partnering with SEA in order to purchase non-toxic pesticide alternatives. Several ads called for citizens to participate in community water monitoring events such as First Flush, Snapshot Day, and Urban Watch.

Monterey County Weekly 8 ads

9/20/07 Color Storm Drain

9/20/07 First Flush Volunteers

11/5/07 Public Workshop

2/21/08 Got Bugs?

4/10/08 Commercial Washer’s Workshop

4/17/08 Snapshot Day Volunteers

5/22/08 Urban Watch Volunteers
5/29/08 Color Storm Drain
Circulation per issue: $39,650 \times 8 = 317,200$ impressions

The Monterey County Herald (4 ads in Saturday paper)

9/22/07 First Flush Volunteers
11/3/07 Public Workshop
5/17/08 Street Sweeping
5/24/08 Urban Watch Volunteers
Circulation per issue: $35,327 \times 4 = 141,308$ impressions

The Carmel Pine Cone (6 ads)

9/21/07 First Flush Volunteers
10/26/07 Public Workshop
11/2/07 Public Workshop
4/11/08 Commercial Washer's Workshop
5/23/08 Urban Watch Volunteers
5/30/08 Street Sweeping
Circulation per issue: $22,000 \times 6 = 132,000$ impressions

The Salinas Californian (2 ads)

4/22/08 Color Storm Drain
5/17/08 Color Storm Drain
Circulation per issue: $19,638 \times 2 \text{ ads} = 39,276$ impressions

El Sol (Spanish language paper) (1 ad)

5/17/08 Color Storm Drain Ad
Circulation per issue: $15,600 \times 1 \text{ ad} = 15,600$ impressions

Outcome:

The measurable goal was calculated by using the circulation numbers for each paper to estimate the total number of impressions for all 21 ads.

Total print ad impressions: 645,384.

13. Website

The website is accessible to the public. The domain www.montereysea.org was purchased by Monterey County who also host the website. The site includes educational materials, outreach programs, information and links on sea otter mortality, how an individual can take action, participate in meetings, workshops, annual reports and community participation events. Years 2-5 will include maintaining, updating and enhancing the website.

Outcome:

From September 8, 2007–September 7, 2008 there were 6,403 website hits. KWAV radio station has a link on their homepage to the SEA website.

14. Events

Seven day-long events were scheduled in order to interact with the public using the hands-on Enviroscape model and distributing educational materials. The event expectation was exceeded

with SEA and partners participating in 18 day-long events.

The SEA educator, MBNMS, STW, City of Monterey and MRWPCA partnered with SEA and distributed educational materials and spoke to the public at the following events.

Event	# Event Days	Location	Materials Distributed	Partners	Total People
Seaside Fire Department Open House	10/21/07	Seaside	yes	---	81
Fiesta Verde	10/26/07	Carmel Valley	yes	STW	144
Community Day	12/9/07	MBA	yes	STW	353
Cutting Day	3/15/08	Monterey	yes	City of Monterey	# Not given
We Care Fair	4/5/08	Monterey	yes	MBNMS	59
Good Old Days	4/12/08-4/13/08	Pacific Grove	yes	MBNMS & STW	670
Sustainable Green Event	4/30/08	Monterey	yes	---	58
Pt. Lobos State Park	5/3/08	Carmel	yes	STW	# Not Given
World Oceans Day	6/7/08-6/8/08	MBA	yes	MBNMS	450
Pebble Beach Open House	6/21/08	Pebble Beach	yes	---	67
Monterey County Fair	8/12/08-8/17/08	Monterey	yes	MRWPCA	# Not Given
TOTAL: 11 Events	18		yes		1,882

Outcome:

A total of 1,882 people were reached at the above events.

Volunteers from the community donated their time at the events. In April, 2008 at the Good Old Days event in Pacific Grove, 12 volunteers educated the public about urban runoff by demonstrating the hands-on watershed model. The model depicts how pollution runs off the land into storm drains and the ocean. Three of the volunteers were middle school students who had seen the model demonstrated at their school in previous years. Several other volunteers were engaged in other community activities such as Urban Watch and Team Ocean.

In addition, SEA educational materials were donated to Save The Whales, Visitor Centers, the Monterey County Fair, Ecology Action, and MBNMS.

Education Pieces Distributed at Events	# Pieces Distributed
Monterey Bay Begins On Your Street Brochure-English	970
Monterey Bay Begins On Your Street Brochure-Spanish	870
Bilingual Storm Drain Poster	680
Sanctuary Salmon Poster	5
“Be Kind To Animals” Coloring Books-English	175
“Be Kind To Animals” Coloring Books-Spanish	140
Sewer Spill Cards from MBNMS	50
OWOW Magnet	2
OWOW Pest Trifold	45
TOTAL Materials Distributed:	2,932

15. Public Attitude Survey

In an effort to garner more public feedback and determine the effectiveness of the education program, an “Attitude Survey” recommended by the EPA will be distributed at events. A short survey with a few questions will be given to residents and tourists to answer. Upon completion participants will be rewarded with a poster, coloring book, or magnet. To view the Public Survey go to the Literature tab and the Documents section at www.montereysea.org or the direct link: <http://www.co.monterey.ca.us/msea/Literature/Documents/SEA%20Public%20Survey%202008.pdf>

The measurable goal will be calculated by the number of people reached by counting the number of brochures, posters, OWOW materials, coloring books, etc. distributed at events in Years 1-5. The responses from the SEA Public Survey will be counted and should help determine what medium is effective. Details are found below.

Outcome:

A total of 60 people (age range 6-61+) were surveyed from community events and schools in the cities of Monterey, Pacific Grove and Seaside. Most of the people surveyed reside in Monterey County and 4 reside in Santa Cruz county. Thirty-five people ranging in age from 6-34 and 25 people ranging from 35-61+ were surveyed.

One high school class totaling 16 students (ages 15-17) was surveyed at York school in Monterey.

Survey Results:

Age Ranges: Total of 60 People

Age range 6-17 (30) mostly age 15-17.

Age range 18-25 (1)

Age 26-34 (4)

Age range 35-45 (11)

Age range 46-60 (10)

Age 61 and over (4)

1. Is stormwater cleaned before going to the ocean?

Ages 6-34	Ages 35-61+
Yes =(5) 16.1%	Yes=(4) 16%
No=(26) 83.8%	No=(21) 84%

2. Does stormwater lead straight to the bay?

Ages 6-34	Ages 35-61+
Yes=(31) 96.8%	Yes=(25) 100%
No=(1) 3.1%	No=0

3. Radio stations most listened to:

Ages 6-34	Ages 35-61+
1.The BEACH 101.7 (12) 42.8%	1. KPIG (5) & NPR (5) 50%
2.KDON 102.5 (11) 39.2%	2. KOCEAN (3) 30%
3.KYZZ 97.9 (5) 17.85%	3. The BEACH 101.7 (2) 20%

4. Have you heard the dirty word radio ads?

Ages 6-34	Ages 35-61+
Yes=(20) 62.5%	Yes=(9) 36%
No=(12) 37.5%	No=(16) 64%

5. Have you seen the storm drain artwork on any of the below media materials?

"Yes" answers tabulated below.

Ages 6-34	Ages 35-61+
Posters (20) 40.8%	Posters (12) 41.3%
Bus ads (11) 22.4%	Print ads (9) 31%
Print ads (10) 20.4%	Bus ads (5) 17.2%
Movie ads (8) 16.3%	Movie ads (3) 10.3%

6. Do you think these outreach tools listed above are effective?

Age 6-34	Age 35-61+
Y=(24) 80%	Yes=(14) 87.5%
No=(6) 20%	No=(2) 12.5%

7. Biggest source of pollution? Top answers for age groups listed.

Ages 6-34	Ages 35-61+
Car Oil (13) 65%	Trash (6) 46.1%
Storm Drains (7) 35%	Humans (7) 53.8%

8. Have you participated in community storm drain stenciling events?

Age 6-34	Age 35-61+
Yes=(13) 38.2%	Yes=(1) 4%
No=(21) 61.7%	No=(24) 96%

9. Have you heard of the SEA school outreach program?

Age 6-34	Age 35-61+
Yes=(11) 32.3%	Yes=(6) 24%
No=(23) 67.6%	No=(19) 76%

In summary based on the results from a small survey pool:

1. Both ages believe stormwater is not cleaned before going to the ocean
2. Both age groups believe stormwater goes straight to the ocean.
3. The common radio station listened to in both age groups is The Beach.
4. More people ages 6-34 have heard the radio ads than people in the age range 35-61+.
5. Both age groups have seen posters most often and movie ads the least.
6. Both age groups think outreach methods are effective.
7. Most people in both age groups have not participated in storm drain stenciling.
8. Most people in both age groups have not heard of the school outreach program.

16. Hands-On Storm Drain Display

The program coordinator stocked brochures and checked the model at the Pacific Grove Natural History Museum in Pacific Grove.

Modeled after the stationary storm drain display at the MBA, this portable hands-on storm drain model was purchased by the City of Monterey. It depicts oil spilling through a stenciled storm drain grate. The handle on the grate lifts up revealing an educational message about urban runoff. A brochure stand attached to the model distributes the bilingual *Monterey Bay Begins On Your Street* brochures.

Outcome:

The measurable goal is measured by the number of bilingual *Monterey Bay Begins On Your Street* brochures distributed. A total of 268 brochures were distributed.

Bilingual Brochures Distributed with Storm Drain Display

Dates Brochures Stocked	English Brochures	Spanish Brochures
10/5/07	30	10
12/7/07	46	10
2/6/08	19	10
7/24/08	50	50
8/21/08	30	13
TOTAL:	175	93

17. Tourist Outreach

In addition to the radio, bus, movie, print ads and outreach events, tourists will be targeted via hotels and visitor centers. The bilingual 30-second Public Service Announcement depicts how pollution on land (from washing cars and changing motor oil) can lead straight to the sea. In Year one we will contact hotels/motels to run the bilingual 30-second SEA PSA on their closed cable station. Bilingual brochures will be distributed to visitor centers and tourist points of interest.

Modify:

Getting the PSA into the hotel circuit has not been successful. SEA can partner with MBA and contribute funds toward their summer bilingual theatrical performances in order to reach tourists.

The measurable goal will be calculated by numbers of brochures distributed in visitor centers and

results from MBA surveys on the tourist outreach program.

Outcome:

Local visitor centers in Seaside, Sand City and Monterey were given 119 (82 English, 37 Spanish) of the bilingual *Monterey Bay Begins On Your Street* brochures.

Tourist Outreach:

The MBA is one of the largest tourist attractions in Monterey County. Located on famous Cannery Row, the MBA attracts large tourist audiences during the summer months. Approximately 7,062 visited MBA per day from June –August in 2007.

The SEA group partnered with MBA, the Monterey Regional Waste Management District and the Salinas Solid Waste Authority and contributed funding toward the summer bilingual performances (June 16, 2008-September 3, 2008) for visitors and people passing by the MBA.

The focus of the *¡Basta Basura! Enough Trash!* theatrical presentations emphasized the land-sea connection and how pollution leads to the ocean. The below survey information was prepared by MBA staff.

Overview

The new summer deck program *¡Basta Basura! Enough Trash!* was officially launched in June 2007 and ran through the first weekend of September of the same year. The original description of this program reads “*In this bilingual ‘acto’ written and directed by Kinan Valdez of El Teatro Campesino, Rosa Maria spends a day at the beach, where she’s faced with the dilemma of what to do with her trash when no garbage can is found.*” Rosa Maria then encounters Beto Basura, a floating mass of marine debris (or trash monster), who tries to manipulate her into tossing her bottle into the sea. Finally Ollie Otter arrives to remind her of her promise to love and protect the sea. He uses his friends Tito Tortuga, and Susana Seagull to help her understand the problems that plastic trash cause in the ocean. Finally Rosa Maria declares that she will Reduce, Reuse, and Recycle and start a massive clean up of the oceans and beaches to show her love of the sea. The 15-minute program ran twice daily in the amphitheater of the Hovden Way deck (at 1:30pm and 3:15pm). This area is open to the public.

The data below gives baseline data about year 1 (6/16/07-9/3/07) of the program. The data for the 2008 summer program will be available in December 2008.

A total of 431 surveys were collected in July and August, 2007. Of those surveyed, 22% were members, 29% spoke Spanish, 82% were adults visiting with kids under 18 years old. The monthly exit survey from the MBA asked if visitors had seen the theatrical performance and 8% of the visitors said they attended the program.

Are visitors learning new conservation information from the program?

Nearly three quarters (70%) of visitors agreed that they learned new ocean conservation information from the program – 40% strongly agreed and 30% agreed. Those who gave lower ratings often explained that they were already familiar with the information covered in the program.

Agreement with the statement “I learned new information about ocean

conservation from this program.”

Strongly agree (9-10) 40%

Agree (7-8) 30%

Disagree (4-6) 21%

Strongly disagree (1-3) 10%

When asked what new information they learned, visitors were most likely to refer to their own personal responsibility (33%), how plastics and trash affect the ocean (22%) or mention the specific conservation facts woven into the story (19%). Visitors also mentioned general information about trash (7%) or how trash gets into the ocean (6%).

Examples of statements for new conservation information people learned:

- Don't throw trash into the sea
- Do not litter, it hurts everyone
- Recycle plastic
- Animals can get sick from eating something that looks good but isn't
- Plastic lasts forever
- Turtles can't pass plastic through their stomach
- Fish get stuck in plastic. Plastic gets stuck in fish
- Plastic being broken down by the sun
- Even if you litter in the city, it can end up in the ocean
- That trash in rivers goes to ocean
- That trash goes all around the world – trash travels!

The following were the main conservation ‘facts’ worked into the program 1) Turtles eat plastic, 2) Birds eat plastic, 3) Fish get entangled in plastics, 4) The sun breaks plastic up into little pieces, and 5) Plastics in the ocean come from people on land.

Will visitors consider doing anything differently based on the program?

The majority of visitors (61%) said they will consider doing something different after seeing the program. Interestingly, those with children in the group were more likely to say they will do something differently – 63% compared to 47% of those in adult-only groups.

When asked what they would do differently, people were most likely to mention the proper handling of trash (44%) or recycling (40%). They also mentioned communicating with others (8%) or thinking differently (6%). A little more than one out of ten people (12%) who said they'd do something differently mentioned that they were already doing these sorts of things.

Examples of statements for what people would do differently:

- Always remember to recycle and help children understand why
- Recycle more
- Always reduce, reuse, recycle
- Pick up trash from beaches
- Look for trash and pick it up
- Express the importance of recycling to my kids
- Tell people not to litter in the ocean
- I already pick up trash and recycle
- I will think before I throw my trash away
- Be more respectful of water

What visitors will do differently after seeing ¡Basta Basura! Enough Trash!

What will you do differently after seeing the program?

PROPER HANDLING OF TRASH (107) 44.2%

Pick up others' trash (26) 10.7%

Put trash in proper place (i.e., garbage, recycling bin) (24) 9.9%

Don't litter (17) 7.0%

Take trash with me from beach (10) 4.1%

Not throw garbage in the ocean (9) 3.7%

Bring bags to beach, beach cleanup (7) 2.9%

Be careful with trash (7) 2.9%

Plastic, plastic bottle mention (7) 2.9%

RECYCLING (97) 40.1%

Recycle (60) 24.8%

More recycling (22) 9.1%

Reduce, reuse, recycle (9) 3.7%

Tell others to recycle (6) 2.5%

ALREADY DO THIS (28) 11.6%

COMMUNICATE WITH OTHERS (19) 7.9%

Teach, remind kids (15) 6.2%

Tell others not to litter (4) 1.7%

THINK DIFFERENTLY (14) 5.8%

Be more aware, think about things (11) 4.5%

Respect ocean, environment (3) 1.2%

KEEP OCEANS CLEAN (4) 1.7%

MISCELLANEOUS (20) 8.3%

18. Logo

The logo helps give visual recognition for the MRSWMP Participating and Coordinating Entities, referred to in the logo as the SEA. The SEA acronym is easier for the public to embrace.

The logo is key to promoting a unified educational program to gain recognition throughout the permit area. Through media ads, printed materials, events, school outreach and publicity the name recognition will grow through the years.

Outcome:

The logo shown below is used on all educational materials including the bilingual *Monterey Bay Begins On Your Street* brochures, bilingual "Be Kind To Animals" coloring book, bilingual storm drain poster, bilingual movie ads and bus ads, bilingual newspaper ads, bilingual display banner, teacher flyers and BMP brochures and posters.



19. Printing of Educational Materials

The SEA program educator coordinated the regional print order of the educational materials. Other entities using the educational print materials on a regular basis are the Cities of Watsonville, Santa Cruz and the MBNMS. To cut down on printing costs, they participate when possible in the regional print order, thus saving money for all entities.

The measurable goal was tabulated by adding the total number of educational materials distributed via school outreach, public events, OWOW events, OWOW distribution, portable hands-on storm drain model display, and targeted businesses. The total number of educational materials distributed was 6,839. This does not include the city newsletters sent to residents.